

ORDER



Wichita KS KSNW

Orders	Order / Rev:	A2723961	
	Alt Order #:	27141918	
	Product Desc:	ISSUE	
	Estimate:	2513	
	Flight Dates:	10/12/20 - 10/25/20	Primary AE: Katz Washington
	Original Date / Rev:	10/08/20 / 10/08/20	Sales Office: K-WAS
	Order Type:	REG	Sales Region: Nat

Agency	Name:	Hulsen Media Services	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		2400 Laramie Trail	Billing Cycle: EOM
		Austin, TX 78745	Agency Commission: 15%

Advertiser	Name:	POL/Kansas Values Institute PAC	Order Brand:
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL6	Advertiser External ID:
	Revenue Code 1:	AGY	Agency External ID:
	Revenue Code 2:	POL	Unit Code: General
	Revenue Code 3:	POL-ISS	Order Separation: 00:15:00
	Priority:	P5	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	4	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	4	\$3,000.00	\$2,550.00	0.00
Totals	4	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	10/13/20	10/13/20	KSN Today 2	CM	6-7am	-T-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
Channels : KSN,KSNG,KSND,KSNE															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	-T-----			1			\$400.00		0.00			
N 2	Multi	10/14/20	10/14/20	KSN Today 2	CM	6-7am	--W----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
Channels : KSN,KSNG,KSND,KSNE															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	--W----			1			\$400.00		0.00			
N 3	Multi	10/14/20	10/14/20	Today Show 7-8am	CM	7-8am	--W----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
Channels : KSN,KSNG,KSND,KSNE															
Today Show 7-8am															
Today Show (7-8am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	--W----			1			\$700.00		0.00			
N 4	Multi	10/14/20	10/14/20	KSN News at Six	CM	6-630p	--W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
Channels : KSN,KSNG,KSND,KSNE															
KSN News at Six															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Wichita KS KSNW

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/20	10/18/20	--W----					1	\$1,500.00		0.00			
													Totals	4	\$3,000.00



125 West 55th St
New York, NY 10019

Contract # 27141918	Changes as of: 10/8/2020 at 8:54 AM	Version: Original Order	
CPE: 318/305/2513	Flight: 10/12/20 - 10/25/20	Station: KSNW	Con Type: POLITICAL/VOTE
Agency: HULSEN MEDIA SERVICE	Advertiser: KANSAS VALUES INSTIT	Market: Wichita	Total \$: \$3,000.00
2400 Laramie Trail	Product: ISSUE	Office: WASHINGTON	Total Spots: 4
Austin, TX 78745	Agency Order #: 10049665	Service: Nielsen	Total CPP: \$256.41
	Buyer: Solmundson, Jeff	Primary Demo: Adults 35+	Total GRP: 11.7
	Salesperson: KELLY JOHNS	Assistant: KELLY JOHNS	
	202-872-5880	202-872-5880	
	Separation:		

Comments: Flight dates 10/13-10/19

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/12 - 10/24												
							10/12	10/13	10/14	10/15	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24
1	M-F 6a-7a		Kansas Today 3	\$400.00	1.5	30	0	1	1	0	0	0	0	0	0	0	0	0	0
2	M-F 7a-8a		Today Show (7-8am)	\$700.00	2.2	30	0	0	1	0	0	0	0	0	0	0	0	0	0
3	M-F 6p-6:30p		KSN News	\$1,500.00	6.5	30	0	0	1	0	0	0	0	0	0	0	0	0	0
TOTALS:							0	1	3	0	0	0	0	0	0	0	0	0	0





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New York, NY 10019

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	Salesperson: KELLY JOHNS 202-872-5880	Assistant: KELLY JOHNS 202-872-5880	
	Separation:		

Comments: Flight dates 10/13-10/19

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP*	GRP*
							10/25					
1	M-F 6a-7a		Kansas Today 3	\$400.00	1.5	30	0		2	\$800.00	\$266.67	3.0
2	M-F 7a-8a		Today Show (7-8am)	\$700.00	2.2	30	0		1	\$700.00	\$318.18	2.2
3	M-F 6p-6:30p		KSN News	\$1,500.00	6.5	30	0		1	\$1,500.00	\$230.77	6.5
TOTALS:							0		4	\$3,000.00	\$256.41	11.7



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	Salesperson: KELLY JOHNS	Assistant: KELLY JOHNS	
	202-872-5880	202-872-5880	
	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/08/20 8:54 AM	KELLY JOHNS	Flight dates 10/13-10/19

Competitive Information	
Market Budget:	\$3,000
KSNW Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	4	\$3,000.00	\$256.41	11.7
Total	100%	4	\$3,000.00	\$256.41	11.7

Monthly Summary		
Month	Spots	Dollars
2020-Oct	4	\$3,000.00
Total	4	\$3,000.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Queued for Electronic Contracting	10/8/20 9:28 AM					\$0	\$0
New	10/8/20 8:54 AM	KELLY JOHNS	New	4		\$3,000.00	\$3,000.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trail

Contact: Kristin Black

Phone number: 512-827-3468

Email: kristin@hulsenmedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Kansas Values Institute

Address: PO Box 97, Lawrence, KS 66044

Contact: _____

Phone number: 785- 379- 3520

Email: _____

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Dan Watkins, Sharon Rose, Ann Gates

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to: _____

Office(s) sought by such candidate(s) (no acronyms or abbreviations): _____

Date of election: _____

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Signature: *K-EB*

Name: KRISTIN BLAKK

Date of Request to Purchase Ad Time: 9/18/20

Station Representative

Signature: *Audrey Berry*

Name: Audrey Berry

Date of Station Agreement to Sell Time: 10/8/20

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

☒ Yes

☐ No

Date ad received: 9/25/20

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☒ Accepted

☐ Accepted IN PART (e.g., ad not received to determine content)*

☐ Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:

A2723961

Station Call Letters:

KSNW

Date Received/Requested:

10/8/20

Est. #:

2513

Station Location:

Wichita, KS

Run Start and End Dates:

10/13 - 10/14/20

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.